



# State of Michigan Employees

Volume 2 2008

This issue provides a variety of timely information related to your health care benefits and your health care needs



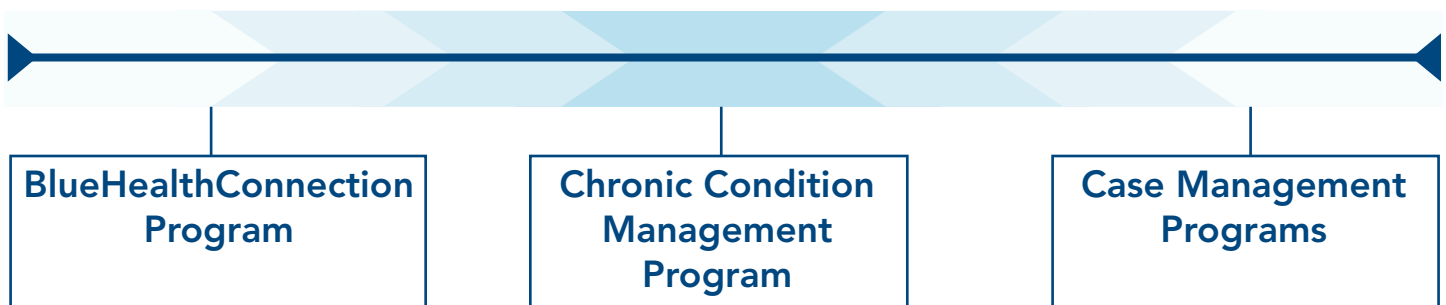
## For Your Benefit

### When you need help through the health care maze Care management programs offer a continuum of care

#### Care management offers you support when you need it most.

Maybe you you're feeling great. But maybe you aren't. You've talked to the doctor. You know your health care benefits, but where do you go from here? Making some health care decisions aren't simple. You're not alone. You have someone to guide you through what can be a very confusing system. You have Blue Cross Blue Shield of Michigan care management programs.

#### Care Management Program's Continuum of Care



A continuum of care, care management programs offer you support and information whether you're feeling great or need intensive care. Providing a continuum of care ensures that you don't "fall through the cracks" just because you don't fit into any one category.

Care management programs provide you with personal support and education about your health care options. Part of your State Health Plan PPO, care management programs are voluntary programs provided to you at no cost.

And of course, we protect your privacy. We observe every law and regulation designed to protect the confidentiality of our members' protected health information. We share PHI with others only if you consent or if the disclosure is permitted by privacy laws.

The following care management programs are designed to assist BCBSM State Health Plan PPO members:

- BlueHealthConnection
- Chronic Condition Management
- Case Management

### **BlueHealthConnection gives you 'round the clock information**

BlueHealthConnection assists patients with their health care concerns. It provides members with health information and support to help them understand their health care issues, address their concerns, and work more closely with their providers. (See article "BlueHealthConnection is Healthcaring" on page 4). Members have access to a wealth of health information and support including:

- Online health information at **bcbsm.com**. Members can access BlueHealthConnection to read articles, use online tools and take quizzes that provide a wide variety of health information on thousands of topics.
- Access to registered nurse health coaches 24 hours a day, seven days a week, to help members access health information and answer their health questions.

## **Chronic Condition Management — when a diagnosis is just the beginning of a challenging journey to successfully combating an illness.**

If you've been diagnosed with a chronic illness, BlueHealthConnection's Chronic Condition Management program can help you through it. The program provides coaching, surgical decision support, urgent care needs and general health and wellness assistance. The program's health coaches can help you gather information you need so you can more effectively talk with your doctors, make health care decisions that fit your lifestyle, and more confidently navigate the health care system. (See the article on Chronic Condition Management on page 8.)

## **Case Management — when a diagnosis can be overwhelming**

A serious diagnosis can be devastating. And supposed you're diagnosed with more than one illness. Where do you start to get the help you need? The program offers comprehensive medical and psychosocial care management services for high-risk, medically complex cases.

Case management professionals realize your health condition can sometimes overwhelm and confuse you. The diagnosis of an illness can have a tremendous emotional impact on you and your loved ones. Not surprisingly, getting the most from your health care coverage may be the last thing on your mind at such a time. That is why Case Management is here to help.

The Case Management program, staffed by medical professionals, is a voluntary program and is part of your State Health Plan PPO benefits. It's available at no additional cost to you.

Case management professionals work with member, provider and family or caregiver to ensure a clear understanding of condition, prognosis and treatment options, coordinating the provider services that the member requires. (See article on Case Management program on page 10).

For more information on our Care Management programs call **800-775-BLUE (2583)** toll free any day, 24 hours a day. Or visit **bcbsm.com**



# BlueHealthConnection

**Be well. Get healthy. Stay healthy.**

## BlueHealthConnection is Health*caring*

You know yourself, probably better than anyone else. But what do you know about your health?

Maybe your doctor told you at your last check — up (one, two, five years ago) that you were doing fine. What does that mean? Do you know how to stay healthy? If you are ill, do you know the symptoms that'll alert you to call your doctor or seek emergency care? And if you need more information on a serious illness, where can you find the answers?

And if you are ill, learn how to be the best you can be. That's what BlueHealthConnection is for.

This innovative program is based on the belief that helping you stay well is just as important as paying your medical bills after you become ill.

### Your source for personal health information and wellness

With BCBSM or Blue Care Network coverage, and BlueHealthConnection, you have more than the safety net of health care coverage for you and your loved ones. You have the opportunity to connect to health resources that can help you, along with your health care professionals, make the best medical decisions for yourself and your family. In fact, you can think of BlueHealthConnection as your personal "Healthcaring" partner, someone who's there to help you help yourself.

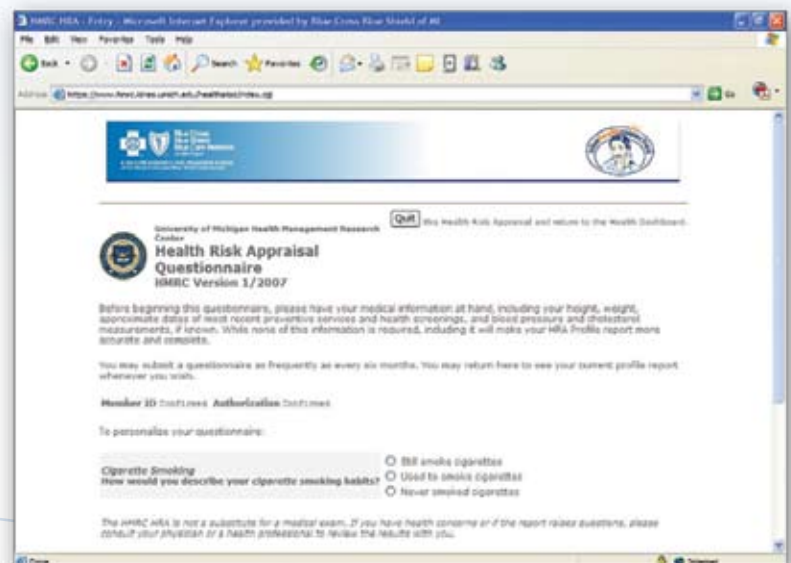
### How BlueHealthConnection works

There are several ways to access the health tools that can help you make choices that are right for you:

- **Online health resource**

BlueHealthConnection offers you free online access to a confidential, interactive, personalized health assessment tool. Online you'll find a wealth of health-related topics, issues and information. You can:

- Take the **Health Risk Appraisal**, which will help support your current healthy habits and guide you to new ones. The HRA can also identify specific risks and tell you where you can make a difference to improve your health.



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Sure, you have health care coverage to take care of you when you're ill. But who wants to be ill? Care about your health and do what you can to prevent becoming ill.

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- Keep a **Personal Health Record** so you can keep track of your health information, medications, calendar reminders and a customized report that you can present to your doctor.
- View **health tips**, articles and prevention facts on your own personalized homepage based on your health needs and risks.
- Tune in to the online **Health Channels** for women, men, children, seniors and parents.

The result is a highly personal, secure online health experience, available to members 24 hours a day, seven days a week. And remember, your personal health information is always kept private.

- **24-hour health coach hotline**

At the heart of BlueHealthConnection is your 24-hour connection to health coaches. You can contact a health coach by calling toll free at **800-775-BLUE (2583)** toll-free, 24 hours a day, seven days a week. Your health coach — a nurse or other health professional — can help you work better with your doctors

to manage your health. Health coaches are specially trained professionals who can talk with you about health issues. They can help you ask better health questions, get the answers, discuss ways to feel better, and will check in to see how you're doing. While our health coaches can help you with your health care questions and concerns, they cannot diagnose medical conditions or authorize medical care, but they can help you when you:

- Are confronted with a serious, medical decision
- Want information and support for a chronic illness
- Need help with deciding whether to go to the emergency room
- Need help with quitting smoking, or
- Have any health-related question.

- **One-on-one and personalized health care**

BlueHealthConnection will provide you with health information that applies specifically to you or your family. For example, each time you call the 24-hour hotline, you can talk to the same health coach. We want you to get to know your health coach and your health coach to get to know you. If your health coach isn't available when you call, you can leave a message or another health coach can help you. You may receive a postcard or a telephone call from one of our health coaches to give you valuable information that will help improve your health.



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Your online health assessment starts when you take the online *Health Risk Appraisal*. This quick but comprehensive questionnaire, developed by doctors and leading health researchers, can help you pinpoint specific health issues and risks. After you fill out the appraisal, BlueHealthConnection takes over, sending personalized health information and tips to your own home page.

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**BlueHealthConnection**  
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Another layer of personalized service begins once you complete the Health Risk Appraisal. BlueHealthConnection takes over, driving the information, tips, and prevention facts specific to your health to a personal online home page ... your Health Dashboard. Your Dashboard is routinely updated with topics specific to your health needs.

Visit BlueHealthConnection at **bcbsm.com**. If you have questions about BlueHealthConnection, call **800-775-BLUE (2583)** toll free.

**Ever used BlueHealthConnection? Write to us and tell us about your experience. Send your comments to:**

**For Your Benefit — Mail Code B491  
Blue Cross Blue Shield of Michigan  
600 E. Lafayette Blvd.  
Detroit, MI 48226-2998**

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Think of BlueHealthConnection as your personal “Healthcaring” partner, someone who’s there to help you help yourself.

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## Why should I complete the Health Risk Appraisal?

You may be asking, “Why should I bother answering any more questions about my health?” The Health Risk Appraisal is no ordinary questionnaire. Answering the 52 questions will help support your current healthy habits and guide you to new ones. Your answers generate a report that will identify specific risks, such as for heart disease or diabetes. Then the report will tell you where you can make a difference to improve your health.

The HRA is designed by doctors in many fields working with the long-established University of Michigan Health Management Research Center.

Your answers on the HRA will also customize the material provided to you in a Health Dashboard. It takes an average of 10 minutes to answer the HRA, but you can spend as much time as you like.

Once you’re done, you’ll be given a report on what you’re doing well and what you can do better, plus an overall wellness score. You can view your results any time you want, but you have to wait six months from the date you submitted your answers to take the assessment again. Between now and then, see if you can get a better score when you answer the same questions.

You’ll be asked to go back to our site where your Health Dashboard will be personalized for you based on your HRA results.

### **The confidentiality of your information**

The information you provide in your HRA is safe with us. We understand the importance of your protected health information and follow strict policies (in accordance with state and federal privacy laws) to keep your private health information private. PHI is information about you, including demographic data, that can reasonably be used to identify you and that relates to your past, present or future physical or mental health, the provision of health care to you or the payment for that care.



# BCBSM's Chronic Condition Management program:

**You focus on getting well. We'll focus on getting you there.**

When you've been diagnosed with a chronic condition or illness, BlueHealthConnection's Chronic Condition Management program helps you manage your condition and make informed health choices. The program gives you the information, tools and assistance you need when you're living with any of the following:

- Asthma
- Cancer
- Chronic obstructive pulmonary disease or COPD
- Congestive heart failure
- Diabetes
- Heart disease

Chronic Condition Management is a short-term, voluntary program and is part of your State Health Plan PPO. Services are available to you at no additional cost.

## **Chronic Condition Management provides one-on-one assistance**

Most members who participate in the Chronic Condition Management program are identified through their claims. In this case, BCBSM will contact you if we think you may benefit from the program. However, you don't have to wait for us to contact you. You can call us at **800-775-BLUE (2583)**. We also receive referrals from doctors, family members, and from other areas of BCBSM.

If you're referred to our Chronic Condition Management program, you'll receive an introductory mailing followed by a telephone call from a BlueHealthConnection case manager who is a registered nurse.







Your personal case manager will discuss the program with you and talk about your readiness to participate. From there, the case manager will cover other topics. These might include:

- Understanding and self-managing your condition
- Making lifestyle changes
- Education
- Support
- Tips on working with your physician
- Other valuable BlueHealthConnection resources

The case manager will also send you educational materials about your condition, including a self-care booklet.

Your BlueHealthConnection case manager will schedule additional phone calls with you. During those calls, the case manager will discuss your goals related to your condition and the way you plan to meet your goals. Depending on your condition, topics may include:

- The proper use of medication
- Use of home monitoring equipment
- Tips on managing stress
- Ways to quit smoking and referrals to BCBSM's Quit the Nic program, if needed
- Additional member resources

Your case manager will continue to work with you until you complete the program, meet your goals, voluntarily withdraw from the program or become ineligible.

### **We protect your privacy**

When you participate in the Chronic Care Management program or any of the other BlueHealthConnection programs and services, your information is safe with us. We observe every law and regulation designed to protect the confidentiality of our members' protected health information. We share your PHI with others only if you consent or if the disclosure is permitted by privacy laws.

For more information on BlueHealthConnection's Chronic Care Management program, call us at **800-775-BLUE (2583)**.

# BlueHealthConnection's Case Management professional service is here to help you

Sometimes your health condition can be overwhelming and confusing. The diagnosis of an illness can be a tremendous emotional impact on you and your loved ones. Not surprisingly, getting the most from your State Health Plan PPO coverage may be the last thing on your mind at such a time.

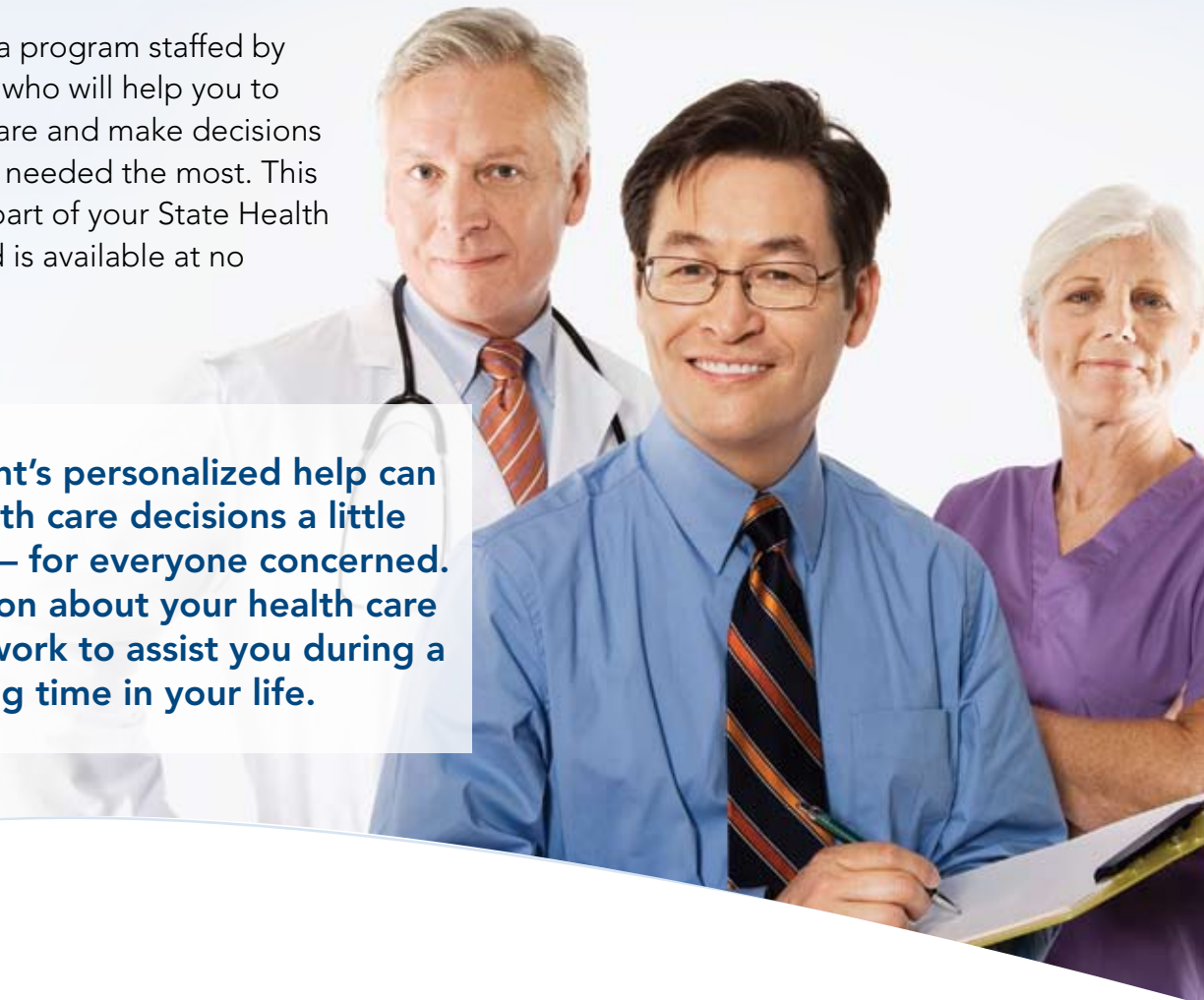
## **That's why Case Management is here to help.**

Case Management is a program staffed by medical professionals who will help you to manage your health care and make decisions at a time when help is needed the most. This voluntary program is part of your State Health Plan PPO benefits and is available at no additional cost.

**Case Management's personalized help can make your health care decisions a little easier to handle — for everyone concerned. We offer education about your health care options and will work to assist you during a challenging time in your life.**

## **Personalized service makes the difference**

BCBSM employs a team of experienced physicians, nurses and social workers to work with you, your family and your physician to provide individualized and professional assistance.



Your personal nurse case manager can assist and support you and your physician or care provider with the following:

- Coordination of health care services
- Education about your condition or disease process
- Information on facilities that participate with BCBSM
- Referrals to a variety of community resources for emotional, financial and other support services
- Assistance in the delivery of medical supplies and equipment prescribed by your doctor
- Guidance and support about end-of-life issues

Sometimes the case manager can extend your existing benefits to offer medically appropriate services that you would not otherwise receive. As you receive medical services, your nurse case manager:

- Reviews your health care needs
- Continues to help you understand your treatment options
- Keeps in contact with you about your progress between physician visits
- Multiple trauma
- Spinal cord injuries
- Diabetes
- Serious lung conditions
- Heart disease
- Neurologic conditions
- Organ transplants
- Premature or high-risk infants
- End-of-life care

### **Who benefits from Case Management?**

State Health Plan PPO members with these and other complex conditions or needs may benefit from case management services:

- Strokes
- Ventilator weaning and management
- Cancer
- Complex wound management

If you're interested in receiving case management services, call or have your physician call **800-845-5982** toll free.

# For Your Benefit

State of Michigan Employees

Blue Cross Blue Shield of Michigan  
600 E. Lafayette Blvd. — Mail Code B491 — Newsletter return only  
Detroit, MI 48226-2998

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